

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

RECEIVED

NOV 23 1994

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

In the Matter of:

Amendment of Section 73.202(b),  
Table of Allotments,  
FM Broadcast Stations.  
(Ettrick, Virginia)

MM Docket No. 94-114

RM-8515

TO: The Secretary

COMMENTS OF  
HOFFMAN COMMUNICATIONS, INC.

Hoffman Communications, Inc. ("Petitioner") hereby submits these Comments in response to the Notice of Proposed Rulemaking released October 3, 1994 in the captioned proceeding.

First, the Commission requests "sufficient information to demonstrate that Ettrick has social, economic, cultural, or governmental indicia to qualify it as a 'community' for allotment purposes." As noted by the Commission, Ettrick is a Census Designated Place ("CDP") with a 1990 U.S. Census population of 5,290 persons. The Commission has stated that, "[g]enerally, if a community is incorporated or is listed in the U.S. Census, that is sufficient to satisfy its status." Sargent, Nebraska, 4 F.C.C. Rcd. 3933 ¶ 2 (1989). There is ample additional information, however, to justify treating Ettrick as a community for allotment purposes.

Ettrick is depicted on a map in the Rand McNally Road Atlas and is listed in the Rand McNally Commercial Atlas and Marketing Guide as a CDP that is also a "banking town." It is also the home of Virginia State University, with a college population of 4,000

047

alone. Attached to these Comments are several newspaper articles and photographs showing various indicia of Ettrick's community status. Specifically, the following materials are enclosed:

1. Article from the Richmond Times-Dispatch regarding the Ettrick Village Cultural Guild, showing an Ettrick date line. This article also makes reference to the Ettrick Business Council and Ettrick on the Move.
2. Article from Richmond Times-Dispatch regarding Ettrick on the Move, a group founded to promote the Village of Ettrick.
3. Another article from the Richmond Times-Dispatch about Ettrick on the Move.
4. Photograph of Welcome Sign for the Village of Ettrick, stating that the Village was settled in "C. 1765."
5. Photograph of Virginia State University in Ettrick.
6. Photograph of Ettrick Elementary School.
7. Photograph of U.S. Post Office, Ettrick, Virginia 23803.
8. Photograph of Ettrick Fire Department.
9. Photograph of Ettrick United Methodist Church.
10. Photograph of Ettrick Supermarket.
11. Photograph of convenience store and gas station located in Ettrick.
12. Photograph of Ettrick Riverside Park.
13. Road sign on U.S. Rt. 460 showing turn off for Virginia State University and for Ettrick.

Thus, Ettrick is a CDP that is also recognized as a community deserving of a byline in local newspapers; has its own schools, churches, post office and fire department, as well as other businesses. All of the above indicia taken together indicate that Ettrick is indeed a community worthy of an aural allotment from the Commission.

Additionally, Petitioner hereby restates its present intention to apply for the captioned channel if allotted and, if authorized, to build this station promptly. On the basis of the foregoing, we hereby request the Commission to allot Channel 226A to Ettrick, Virginia as proposed.

Respectfully submitted,

**HOFFMAN COMMUNICATIONS, INC.**

By:

  
David M. Silverman

**COLE, RAYWID & BRAVERMAN, LLP.**

1919 Pennsylvania Ave., N.W.

Suite 200

Washington, D.C. 20006

(202) 659-9750

Its Attorneys

November 23, 1994



P. KEVIN MORLEY/TIMES-DISPATCH

Although the timetable covers the next decade, a plan to finance the improvements comes first.

"It's our belief that if we can get this started in the coming school year, it will enable us to know what we need to spend money on right now and those things that will be taken care of in the school needs plan," Davis said. The School Board's budget is due March 31.

Aubrey S. Clay, chairman of the Board of Supervisors, said there is little doubt the School Board's proposal would require bond financing and a real estate tax hike.

"There will be some opposition because times are tight," Clay said. "We know the need is there, but sometimes we just have to do what we can afford to do."

## A unanimous decision

A jury of about 1,500 students found the defendant guilty in one of the three mock trials held for Petersburg students last week. See article and additional photos, Page N3.

# Guild group hopes to boost Ettrick

BY LORRAINE BLACKWELL

TIMES-DISPATCH STAFF WRITER

**ETTRICK** — For years, Pansy E. Jacobs-Jackson has had a dream of improving her community.

She plans to make that dream a reality through the Ettrick Village Cultural Guild, an organization she founded in July.

The purpose of the guild is to make Ettrick

a more visible community, said Jacobs-Jackson, a professor of languages and literature at Virginia State University.

"Ettrick is a wonderful, wonderful quaint village, but the word quaint should not be construed to mean backwards. Ettrick is a village on the move," said Jacobs-Jackson, who has lived in the community for more than 20 years.

Through the guild, Jacobs-Jackson plans to

bring cultural activities to Ettrick that will enrich the community and instill pride in its residents.

"We're working in five major areas — art, dance, drama, literature and music," she said, adding that she has a list of 75 projects that she'd like to see started in the community.

The projects include workshops, forums, festivals, exhibits, musicals, dramas and other creative programs.

"This is a very talented community," Jacobs-Jackson said, adding that while there is a lot of talent, there have been few outlets to express it.

Jacobs-Jackson has enlisted people from Ettrick and surrounding localities to help with the effort. Guild members range from elementary school pupils to business and

PLEASE SEE ETTRICK, PAGE N5 ►

## Families ready for Hanukkah

*Annual Jewish celebration relates to religious freedom*

BY ALBERTA LINDSEY

TIMES-DISPATCH STAFF WRITER

If you are Jewish, you get a Hanukkah present. If you are a Christian, you get a Christmas present.

That's how Rabbi Dennis Beckerman of B'rith Achim Congregation in Petersburg explains to his 6- and 3-year-old children why they

banned the reading of the Hebrew Scriptures and forbade other Jewish customs, such as Sabbath observance and circumcision. Jews, expected to make sacrifices to heathen gods, considered their temple in Jerusalem defiled.

Revolutionaries known as the Maccabees fought and reclaimed their temple, removed idols and re-

ninth candle, the shamas, is used to light the others, one each night.

"The messages of Hanukkah and Christmas are very different," said Rabbi Richard N. Smith of Congregation Or Atid in western Henrico County. "The celebration of Hanukkah is nowhere near as important to Judaism as Christmas is to Christians."



ALEXA WELCH/TIMES-DISPATCH

Other (Please specify)

## Group hopes to boost Ettrick

### ▼ ETTRICK FROM PAGE N1

community leaders.

"A community is comprised of persons of different ages, genders, colors, creeds, national origins, religious and political preferences," Jacobs-Jackson said. "I wanted a board to be reflective of a community."

In addition to cultural activities, Jacobs-Jackson said she foresees the organization filling other needs in the community, such as providing mentors and tutoring programs for youths and establishing a volunteer program. She also hopes to address concerns such as protecting the environment, preventing crime, and improving conditions for the elderly and low-income residents.

Jacobs-Jackson presented the guild's objectives to about 90 people

who attended the organization's first meeting last week.

Other groups, such as Ettrick on the Move, which formed three years ago, also have been working toward similar goals.

"We are happy that somebody other than us has taken an interest in that," said John Stackhouse, president of Ettrick on the Move. "The stronger the group of people we have, the better off we'll be."

Lawrence Belcher, a member of the Ettrick Business Council, said he thinks the guild will breathe more life into the community.

"Along with Ettrick on the Move and the Ettrick Business Council, I think it's another positive approach to the village," Belcher said. "It's a very warm and exciting new venture to bring us together."

**REWARD**  
**UP TO  \$1,000**

GIVE

Rockport®

EXHIBIT 1  
Page 2 of 2



RECEIVED BY THE FIRE DEPT. 11/11/11

ON THE MOVE. Stepping forward to improve life in the village of Ettrick are (from left) John Stackhouse, Roger Nunnally, Larry Belcher, James Andrews, Doris Hamm and Sterling Hawkins.

# Ettrick shares its success

*Four-year drive to change perceptions, work on realities is paying off*

BY SUSAN WINIECKI

TIMES-DISPATCH STAFF WRITER

Perception was killing the village of Ettrick. "Everybody thought there was so much crime in Ettrick that they were scared to come here and live," said resident James Andrews.

Another perception was that Ettrick "was a low-class community, that everybody was dirt-poor," resident Sterling Hawkins said. "It wasn't what was said when you gave your address but the look and the attitude."

Still another was that any negative event was blamed on students from Virginia State University, resident John Stackhouse said.

Four years ago, residents formed Ettrick on the Move to squelch those perceptions and to work on the realities facing their community.

Their work has paid off. In October, the group won a state crime prevention award. And last month, the group was asked to share its successes with community leaders in Franklin County.

## 'Taking Your Community Back'

The group's projects include sponsoring a lecture series called "Taking Your Community Back," obtaining federal community development money for a community center, securing village entrance markers and additional streetlights, and fighting a boardinghouse.

At the group's monthly meeting, community concern forms are distributed. The forms, which can be filled out anonymously, are delivered to appropriate officials.

## Urban hamlet near Petersburg

"We have tried very hard to accept part of the responsibility — not all, but part — and we have tried in the solutions not to point to the county and say, 'Here's the problem. You fix it,'" Hawkins said.

Ettrick is an urban hamlet next to Petersburg and VSU at the southern end of Chesterfield County.

In 1990, Chesterfield's Planning Department began work on its Southern and Western Land Use Plan. From seeing neighbors at planning meetings, residents formed Ettrick on the Move.

The first project was improving relations with VSU. A liaison committee was formed with Ettrick residents and Dr. Vivian Howard, assistant to the VSU president. "There was really no communications [before]. We weren't getting together to mutually support each other," Howard said.

But the issue that really galvanized the group was a boardinghouse in a residential neighborhood that had housed up to 28 people. Residents had complained about traffic and noise from tenants.

"It was a blessing in disguise," Hawkins said. "It was a project everyone agreed on."

Residents didn't want the county to transfer a permit allowing the boardinghouse to new owners.

At first, some Ettrick residents were reluctant to attend a public hearing on the matter.

With some coaxing and car pooling, almost 50 turned out at a pivotal Board of Supervisors meeting. The boardinghouse use was eliminated.

Another issue the group tackled was crime.

## Commercial break-ins by juveniles

Andrews, a police officer with the county's crime prevention unit at the time, spoke to the group. In May, he was assigned to study the area. The biggest problem he found was commercial break-ins by juveniles.

"I found out there was no problem with the students at VSU. The crime in Ettrick was not even bad. . . . Other parts of Chesterfield County had more crime. . . . My worst enemy was perception," Andrews said.

"It's a small community, and, if something happened, some residents would keep something alive for years as if it happened yesterday."

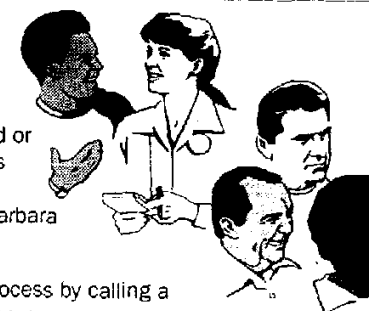
In 1992, county police started an Ettrick foot patrol, which was replaced last spring by a bike patrol.

"All these things happened because we got involved," Stackhouse said. "Before that, we didn't get anything."

## How Ettrick on the Move got going

Want to volunteer to fill a need or solve a problem? Here are tips from Ettrick on the Move and Chesterfield County Planner Barbara Chambliss on how to begin:

- One person can start the process by calling a meeting on an issue of concern.
- The group's leadership should be committed to community, not individual, goals. Leaders should represent all segments of the society, listen and explore new ideas, and have the courage to make mistakes.
- Identify what needs and wants a group wishes to address. Ask "Where are we now?" "Where are we going?" "Where do we want to be?" and "How do we get there?" A vision statement should be written as well as a plan of action.
- Partnerships need to be forged with others who affect the community, such as county or city officials, the police department, and nearby colleges and businesses. Ask officials to attend some group meetings.
- Come up with a slogan and make it visible. Put it on sweat shirts, T-shirts and tote bags.
- Attend local government meetings and call local officials when problems arise. Ask for assistance and be willing to offer solutions.
- Plan a few visible events in the community.



# Ettrick group reaps recognition

## Community development effort earns accolades

BY TERESA LEMONS

TIMES-DISPATCH STAFF WRITER

Years of hard work are beginning to show results as Ettrick on the Move starts to receive recognition for its community development effort.

In October, the organization received the Governor's Community Crime Prevention Award.

More recently, at the Nov. 10 Chesterfield Board of Supervisors meeting, Sterling Hawkins, vice president of the group, was recognized as a citizen planner for the Virginia Citizens Planning Association.

The group also was singled out for its dedicated service to the Village of Ettrick.

Members have been invited to Franklin County to share information on some of their programs.

Hawkins said he hopes the awards will show residents of the area that they can make a difference in the community.

"Hopefully, this will bring in some new people," Hawkins said.

The organization was formed three years ago to promote the village of Ettrick and to change negative perceptions of it. Some of the perceptions, such as having a high crime rate, are incorrect, Hawkins

said. But the members have promoted various programs to reduce crime.

This past summer, a bike patrol by Chesterfield police replaced the 2-year-old foot patrol program.

Community cleanup efforts, where residents report abandoned cars to the organization, which then forwards the information to the county, have led to more than 120 cars being identified as junked or abandoned, Hawkins said.

The group, which has 25 to 40 members working within a loose structure, also has worked to create an overlay designation along Chesterfield Avenue.

The designation would ease the process for new businesses to be established. Before, the area was zoned for business but narrow lots made it hard to meet parking specifications and other requirements, Hawkins said.

The overlay designation alters those guidelines to accommodate the

urban, rather than suburban, atmosphere of the business area, Hawkins said.

And just in time for the holidays, Ettrick on the Move is promoting the "Candlelight Village" idea again this year.

Residents are asked to place a single white candle in their windows as a way of showing village unity.

Last year, the program was successful in getting some residents who hadn't previously decorated for Christmas to join in the camaraderie, Hawkins said.

In fact, in some neighborhoods residents decorated their trees and yards with white lights.


The group is now working to get street lights installed along Chesterfield Avenue, he said. The single lamps with lights on top would not only brighten the area, but also could attract new businesses, said Hawkins.

"A clean and neat appearing community gives you a safe community," he said.

**INVISIBLE FE**  
For  
We offer a "Family"



**Ash Wi**  
Insure Wi  
Pay-By-  
Ins  
Call  
PETERSBURG  
732-2711  
116 West Bank St.  
Next to DMV



**EXHIBIT 3**  
**KI**  
Jeff I



Bermuda Square

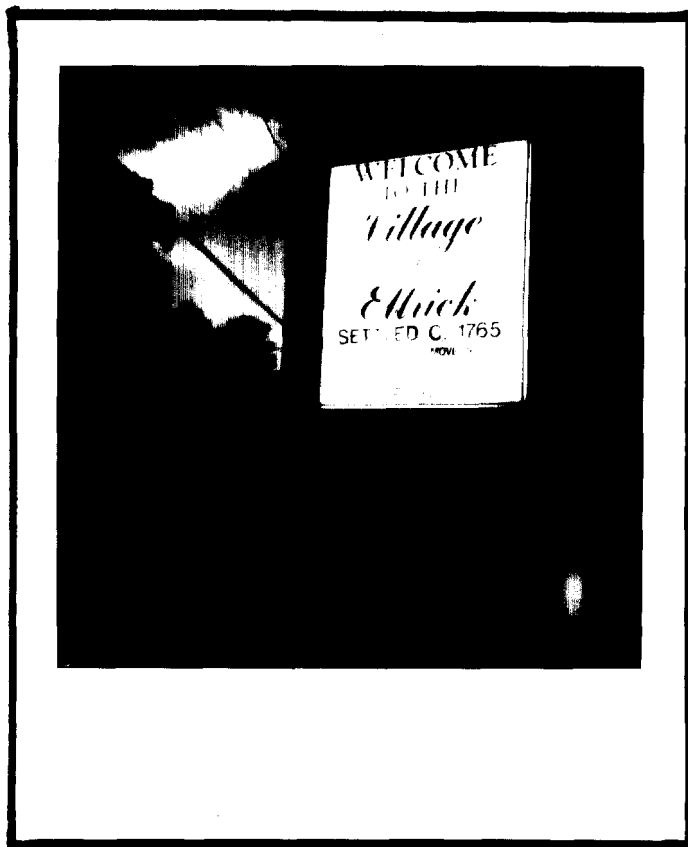
### TRI-CITIES TOP 10 STORIES OF 1993 READER POLL

Times-Dispatch readers are invited to submit their picks for Top 10 stories of 1993 in the Tri-Cities area. Below is a list of nominees compiled by Times-Dispatch reporters and editors. Please rank them (1 is highest, 2 is next, etc.) in the space to the left, and fax or mail your entry to: Top 10 Stories, Tri-Cities PLUS, Richmond Times-Dispatch, P.O. Box 85333, Richmond, Va. 23293; (Fax number: 1-775-8028). Entries must be received by Dec. 20. Tri-Cities PLUS will publish the selections on Dec. 29.

RANK #	STORY NOMINATIONS
_____	Virginia State University's search for a new president and the dismissal of its board of visitors
_____	Aug. 6 tornadoes
_____	Threat of Fort Lee being closed
_____	Superfund cleanup at the old Firestone Fibers and Textiles plant in Hopewell
_____	Execution style slayings of two Virginia State University students in February
_____	Disciplinary measures against five Petersburg police officers for allegedly having sex with prostitutes in exchange for not

**Rockport**

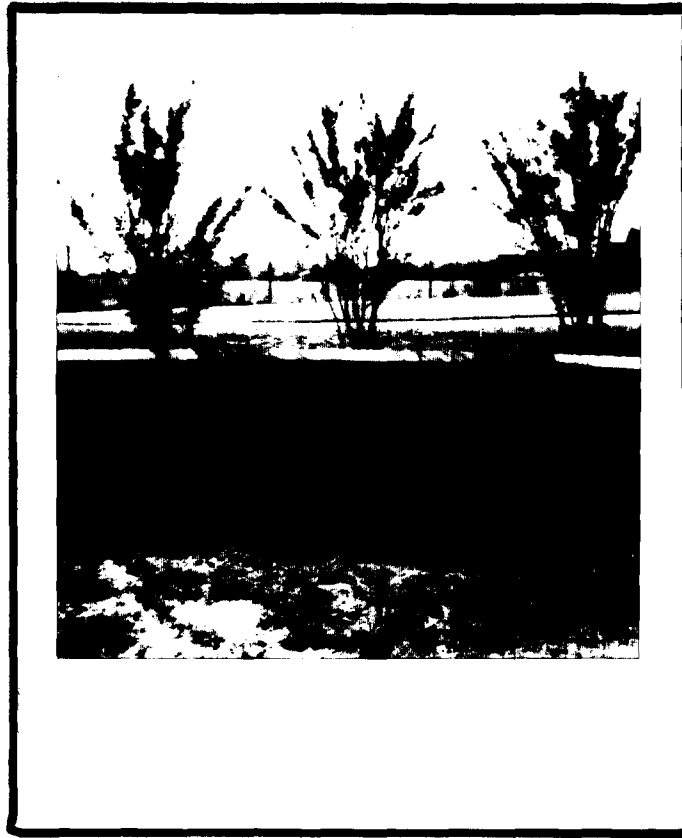




## WELCOME SIGN ETTRICK, VA

This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.

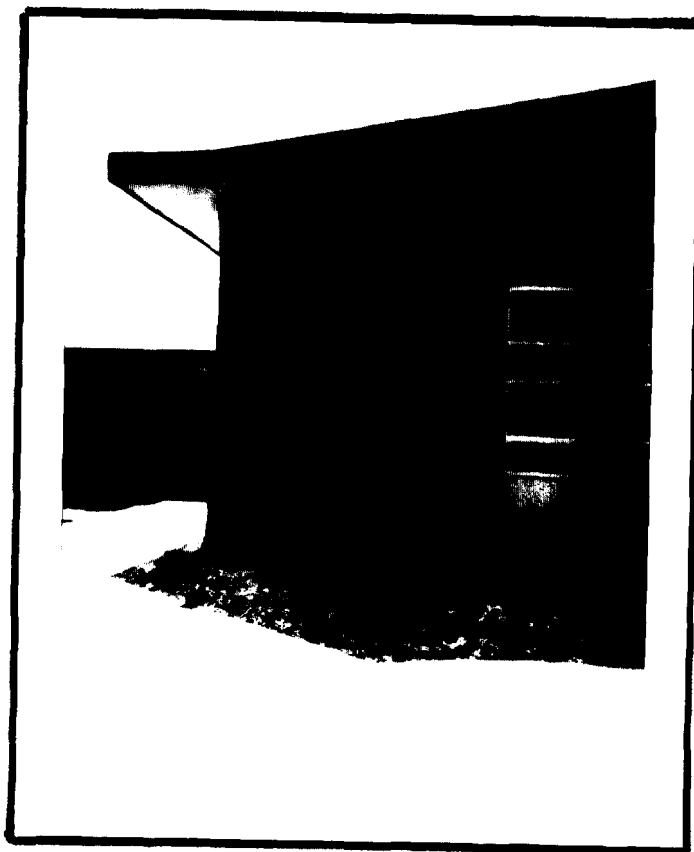
Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237



**VIRGINIA STATE  
UNIVERSITY  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

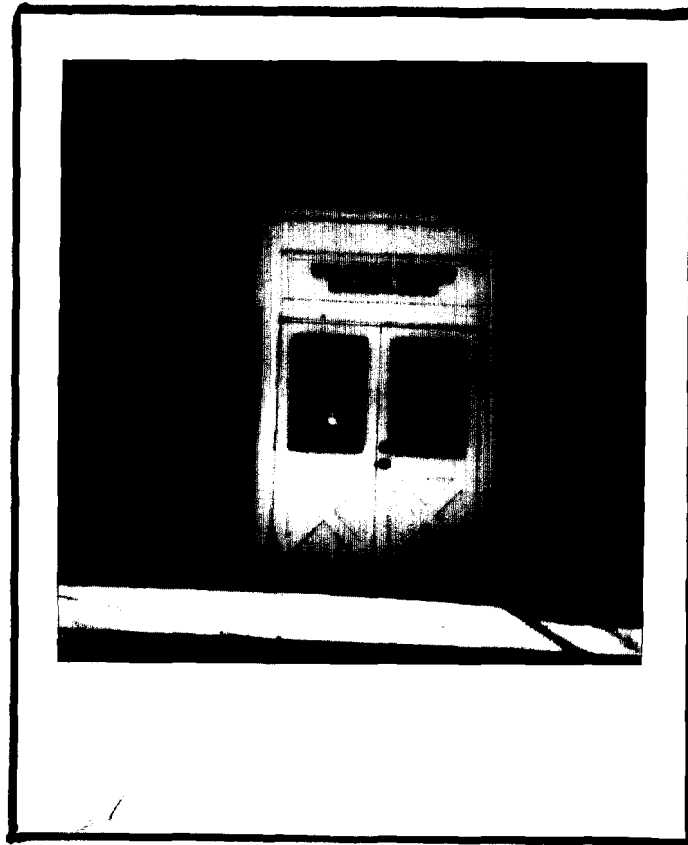
**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



**ETTRICK ELEMENTARY  
SCHOOL  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

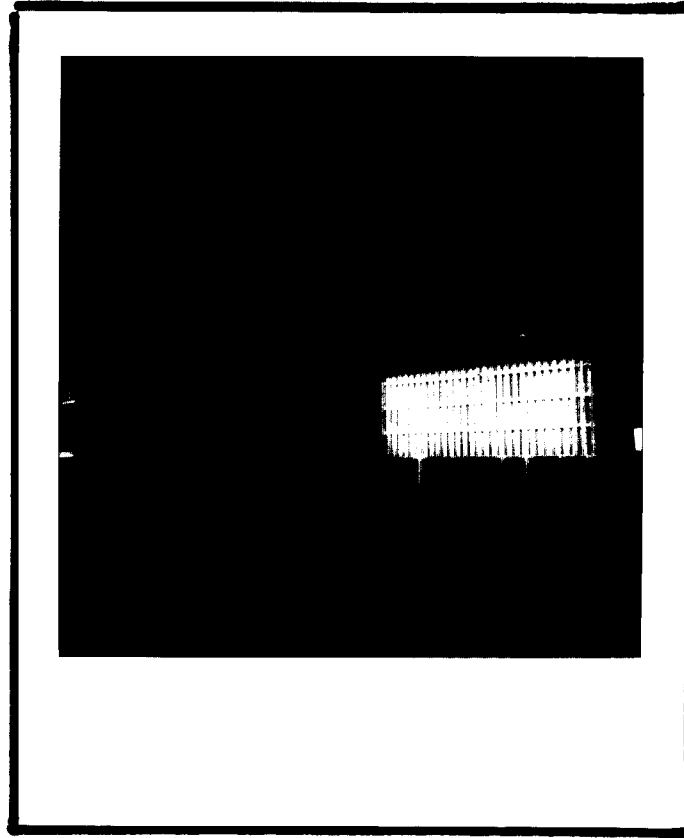
**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



**UNITED STATES  
POST OFFICE  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

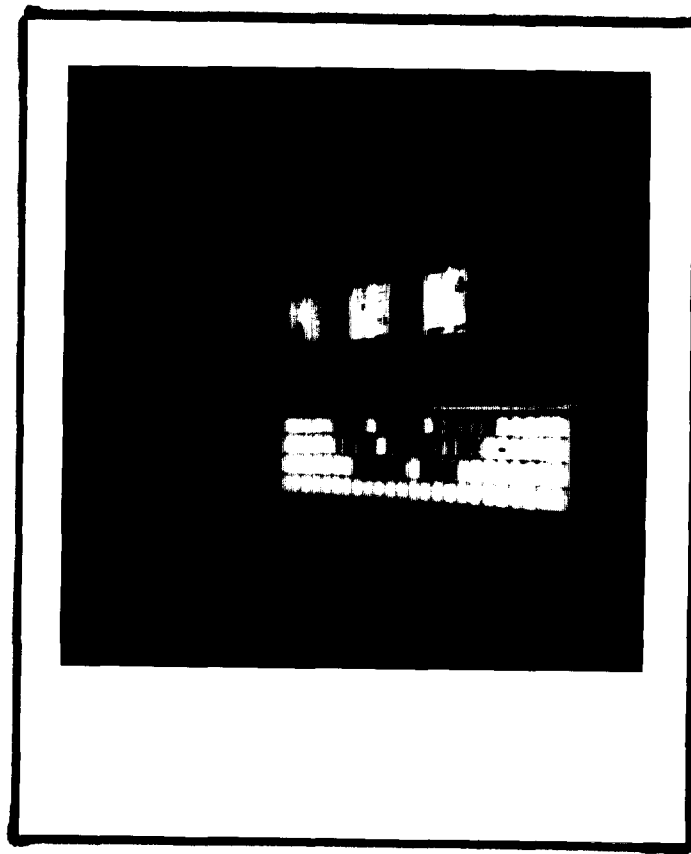
**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



**ETTRICK VOLUNTEER  
FIRE DEPARTMENT  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

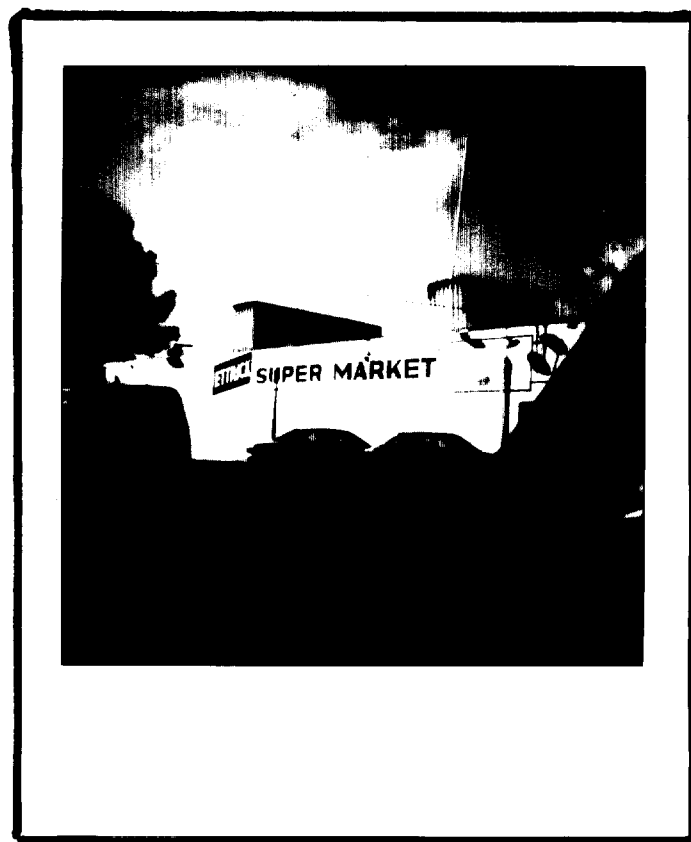
**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



**ETTRICK UNITED  
METHODIST CHURCH  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

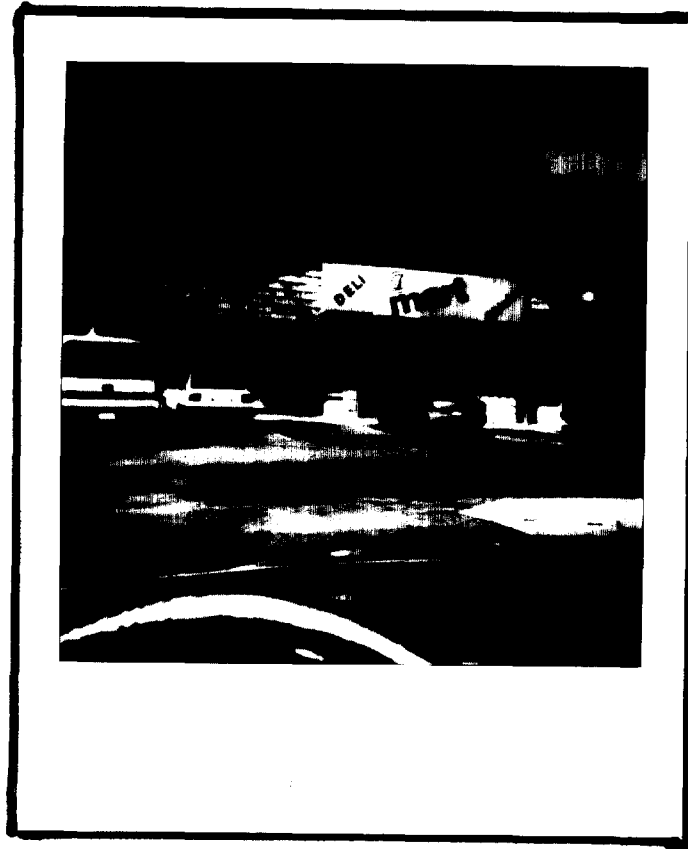
**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



# ETTRICK SUPERMARKET ETTRICK, VA

This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.

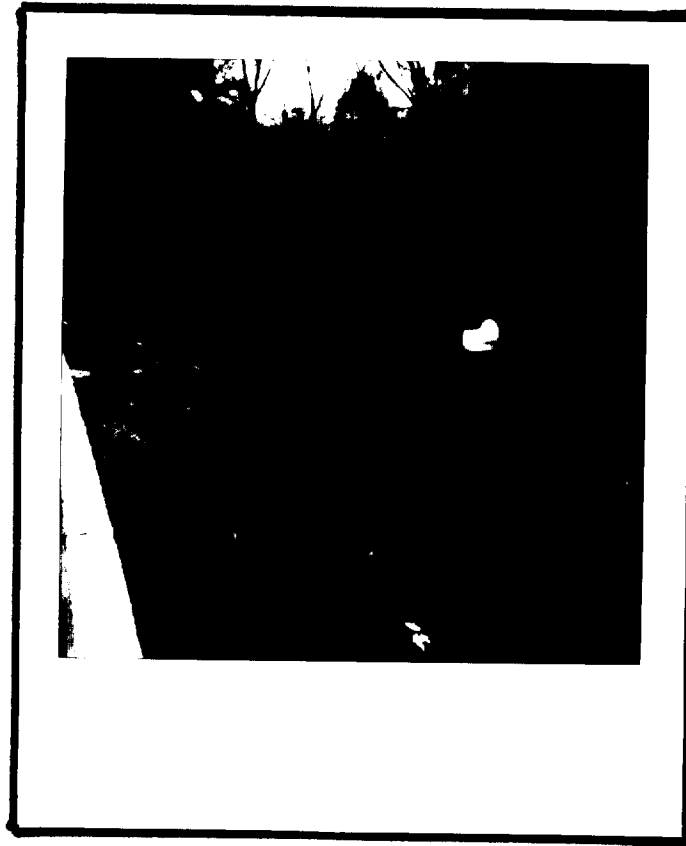
Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237



**CONVENIENCE STORE  
GAS STATION  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

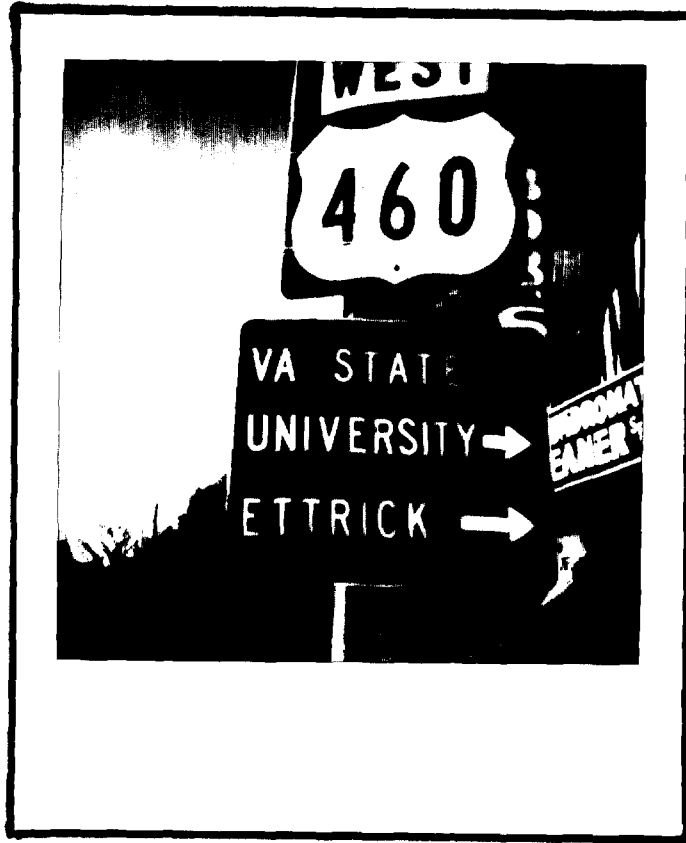
**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



**ETTRICK RIVERSIDE  
PARK  
ETTRICK, VA**

**This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.**

**Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237**



## ROAD SIGN ON RT. 460 WITH ETTRICK DESIGNATION

This picture taken on Tuesday, October 25, 1994 by  
Paul A. Bulifant for Hoffman Communications, Inc.

Hoffman Communications, Inc.  
10600 Jefferson Davis Hwy.  
Richmond, Va. 23237